



EASYJET PARTNERS WITH ATOUT FRANCE

News / Airlines



easyJet has announced it has signed a long term partnership deal with Atout France, the French Tourism Development Agency, which will see the airline become one of its main transport partners.

The airline will join forces with the tourism agency to promote tourism in Europe to France, starting with the UK.

The three year partnership will launch this year with a multi-media advertising and experiential marketing campaign with a spend of around €1 million.

The campaign will focus on promoting the French capital, Paris, and also the Cote d'Azur including Nice and the surrounding region in the UK.

James Millett, easyJet director of digital and marketing, commenting on the new partnership, said: "France is such an important market and remains popular with our UK customers.

"This inspirational campaign will seek to show everything France has to offer from a city break in

Paris to a holiday in the French Riviera.”

easyJet is the second largest airline in France, with almost 17 million passengers touching France in total, of which more than one million passengers fly between Paris and the UK every year.

The airline is also the largest airline at Nice Airport carrying over three million passengers annually to and from the region with more than 220 flights per week.

The campaign, which will run from March onwards, will feature outdoor advertising as well as digital advertising, social media support and an experiential event for members of the public.

Gwenaëlle Maret-Delos, managing director for Atout France in the UK, commented: “Atout France is delighted to partner with easyJet for this campaign and together continue to welcome more than ten million British tourists to France.”

easyJet is also working with Visit Britain to promote the UK to consumers in Germany, France, Italy, Spain and Portugal through a multi-media advertising and marketing campaign.

Image result for Atout France

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